KENT STATE®
UNIVERSITY

Kent State University Guide to Visual Standards

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Guide to Visual Standards

Each time someone at Kent State University communicates with the public, it affects our reputation – publications, websites, letterhead, business cards, newsletters and even Facebook posts all contribute to building a great Kent State brand.

An institution's visual identity externally reflects not only its style and character, but also its traditions, strengths and values. Internally, the visual identity conveys a sense of pride and commitment to a common mission. A comprehensive visual identity program projects a message of cohesiveness, leveraging the strength of the university across all audiences.

The elements of such a program include this Guide to Visual Standards, the Guide to Social Media, the Guide to University Style and Guide to Web Standards. The following guidelines will help you apply visual elements consistently and accurately, in combination with consistency in editorial style (see Guide to University Style) and message.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the associate vice president or the executive director of creative services at University Communications and Marketing. If you have suggestions on items to be included in future editions of this guide, please send them to University Communications and Marketing at **info@kent.edu**.

How to Use This Guide

University Communications and Marketing created this guide to help those who design and produce communications that represent the university. In addition to University Communications and Marketing, the offices listed in Campus Resources can be helpful to you in preparing your communications. If you are working with off-campus designers, please provide them with a copy of this guide for reference.

Approved Logo and Seal Usage

To guarantee that our identity is communicated successfully, Kent State University must be vigilant in ensuring that its brand identity is consistent and clear. Our brand is the aggregate of many elements, such as our name, vision, logo, colors and other visual and verbal touch points that identify Kent State University.

The term brand identity describes the vision of how we want the brand to be perceived by our audiences. So, the question answered by the brand identity is: How do we want our audiences to think of us?

Our branding guides all marketing and communications initiatives, beginning with the use of the logo. Because the logo is the most visible representation of the Kent State identity, there is then a direct link between how the Kent State logo is used and our ability to communicate our brand.

The Kent State University Logo

The Kent State University logo is our official identifier and is to be used on all forms of visual communications. The logo should be clearly and prominently displayed, and may not be altered or reconfigured. The logo must bear the registered mark and may not be used as part of a headline or running text. The complete logo may only be used as provided without alteration with a minimum size of one inch (1") with the word "UNIVERSITY" at least one inch in length.

The Kent State University logo should contain a negative space exactly the size of the "K" in "Kent State" surrounding the logo, including the sun graphic and "University." This applies to the logo at all sizes.

Preferred placement for the logo is at the top right corner of a publication page or the bottom right corner of a brochure cover. The logo should be positioned at least 1/4 inch from the end of a page, gutter or border, depending on page dimensions or publication design. The logo must maintain correct proportion in relation to a page. For example, although one inch is the minimum size, the size would need to be properly adjusted on larger materials, such as an 18" x 24" poster.

Additionally, using the Kent State University logo on social media platforms is acceptable but must follow established graphic standards. See Administrative Policy regarding Social Media activity, Section C, regarding copyright restrictions.

If you are unsure about the suitability of the size or background or how to resize the logo without changing its proportions, please consult with **University Communications and Marketing at 330-672-2727**.

The Kent State University Logo

Examples

GLOBALLY recognized
NATIONALLY ranked
LOCALLY vital
Kent State University is the region's first-choice public university
• Programs, schools and colleges ranked among the world's best
• Ranked by the Carnegie Foundation for the Advancement of Teaching among the nation's top 74 public high-research universities
• Generated $1.96 billion in added income to the Northeast Ohio economy
• More than 200,000 graduates worldwide
• Celebrating more than 100 years of excellence in action
KENT STATE UNIVERSITY
Excellence in Action
www.kent.edu

The Kent State University Logo

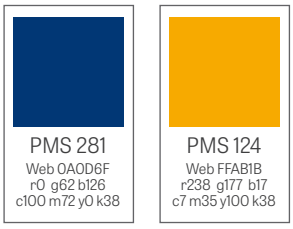
Examples

YOU BELONG HERE
PROGRAMS, SCHOOLS AND COLLEGES
RANKED AMONG THE WORLD'S BEST
TOP-TIER BEST NATIONAL UNIVERSITIES
by U.S News and World Report
NORTHEAST OHIO'S #1 CHOICE AMONG UNIVERSITIES
Data Source: Ohio Board of Regents
Globally recognized
Nationally ranked
Locally vital
With eight campuses across the region offering 282 bachelor's degree programs, including a College of Public Health and new School of Digital Sciences, Kent State empowers you to achieve.
kent.edu
KENT STATE
UNIVERSITY
Excellence in Action

The Kent State University Logo

Logo Variations

When reproduced in two colors, the Sunburst and the word "University" are in gold (PMS 124 for print; FFAB1B for the Web; R:238, G:177, B:17 for RGB); the words Kent State are in blue (PMS 281 for print; 0A0D6F for the Web; R:0, G:62, B:126 for RGB).



The logo may be reproduced in:

Full Color

All Blue
(PMS 281; 0A0D6F; R:0, G:62, B:126)

All Black

Also:

- Metallic gold (PMS 873)
- Metallic blue (PMS 8783)
- Gold foil (No. 817)

The logo may be reversed out to all white (paper). The logo must be reversed from 100 percent of the foreground color.

All White (Reverse)

2-Color Reverse

Reversing the logo out to all white or a "ghosting" technique of the logo may be applied to appropriate photographs or background elements that are not complicated or busy.

Regional Campus Logos

Regional Campus names have been added below the logo to create a "signature." Official logos have been created for all divisions of the university and for all Regional Campuses. Please contact University Communications and Marketing should you need electronic logo art. Do not construct your own logos, or alter the logos in any way.

Campus name 6 pts. larger than the word "university"

KENT STATE® UNIVERSITY ASHTABULA

Full Color

KENT STATE® UNIVERSITY EAST LIVERPOOL

2-Color Reverse

Additional examples:

KENT STATE® UNIVERSITY GEAUGA

KENT STATE® UNIVERSITY EAST LIVERPOOL

KENT STATE® UNIVERSITY STARK

KENT STATE® UNIVERSITY SALEM

KENT STATE® UNIVERSITY TRUMBULL

KENT STATE® UNIVERSITY TUSCARAWAS

KENT STATE® UNIVERSITY REGIONAL ACADEMIC CENTER

Graphic Identity for Colleges and Schools

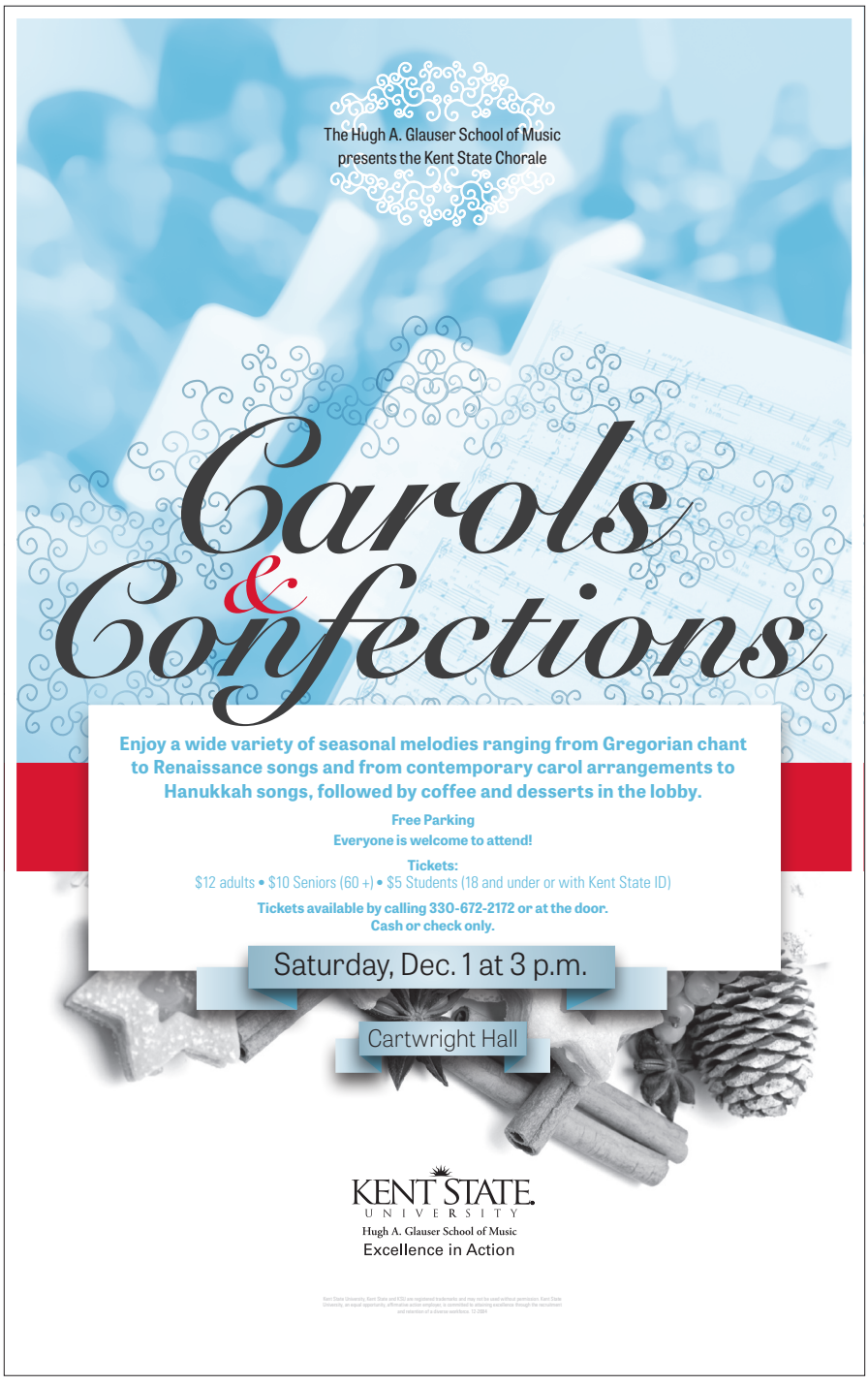
Official university logos have been created for all colleges and schools. Colleges and schools must use only standard, approved Kent State University logos. Please contact University Communications and Marketing for electronic logo art. The university does not have program-specific logos. Program names may be stated in headlines or body copy. A program may not create a version of the Kent State logo with the program name below it. Programs may not create separate program-specific logos. Programs should use the Kent State University college-specific logo to which their programs belong.

Example

Executive MBA for Healthcare Professionals Information Sessions
You'll have the opportunity to meet faculty, program administrators and alumni and learn more about:
• Admission criteria and application process
• Curriculum overview
• Program format and schedule
• International trip highlights
Session Dates - Start Time 6:30 p.m.
Tuesday, Nov. 12
Kent State, Kent, Ohio
Thursday, Nov. 14
College of Podiatric Medicine
Independence, Ohio
Wednesday, Dec. 4
Kent State, Twinsburg, Ohio
Tuesday, Jan. 14
Wednesday, Feb. 12
Thursday, March 13
College of Podiatric Medicine
Independence, Ohio
From Kent, The World.
Register at www.kenthealthcaremba.info
or call 330-672-HMBA (4622).
Unable to Attend an Information Session?
We host live webinars throughout the year highlighting the program and application process. To register or for more details, please visit www.kenthealthcaremba.info or call 330-672-HMBA (4622).
KENT STATE UNIVERSITY
College of Business Administration
www.kenthealthcaremba.info

Graphic Identity for Colleges and Schools

Example


The Hugh A. Glauser School of Music
presents the Kent State Chorale
Carols & Confections
Enjoy a wide variety of seasonal melodies ranging from Gregorian chant to Renaissance songs and from contemporary carol arrangements to Hanukkah songs, followed by coffee and desserts in the lobby.
Free Parking
Everyone is welcome to attend!
Tickets:
$12 adults • $10 Seniors (60 +) • $5 Students (18 and under or with Kent State ID)
Tickets available by calling 330-672-2172 or at the door.
Cash or check only.
Saturday, Dec. 1 at 3 p.m.
Cartwright Hall
KENT STATE UNIVERSITY
Hugh A. Glauser School of Music
Excellence in Action

The Kent State University Tagline, *Excellence in Action*

Excellence in Action is the official tagline of Kent State University. It is used in conjunction with the Kent State logo on printed and electronic communications. It is not required for the tagline to be included on all publications, but just those where it adds value to the communication. *Excellence in Action* is set in Tablet Gothic and is placed below the word "UNIVERSITY" in the Kent State logo. The width of the line should match the exact width of "UNIVERSITY" and be placed below the word "UNIVERSITY" at a distance matching the height of "U" in the word "UNIVERSITY." See example below. The Kent State tagline *Excellence in Action* may only be reproduced in white (paper), blue (PMS 281) or black, as needed. You can acquire approved versions of the Kent State logo with tagline directly from University Communications and Marketing or online at **www.kent.edu/ksulogo**.

NOTE: You may not use *Excellence in Action* on materials that have a long shelf life, such as letterhead, business cards, envelopes, forms, sponsorship materials, building graphics, exterior environment and semi-permanent signage.

KENT STATE
UNIVERSITY
Excellence in Action
Tagline placed below at a distance matching the height of "U" in "university"
U
Tagline and "university" are the same width

Full Color

All Blue

Black

Regional Campus

2-Color (Reversed)

All White (Reversed)

The Kent State University Sunburst

The sunburst graphic is a unique and recognizable element of the Kent State University identity and can be used as a separate art element to complement communications. The sunburst graphic may only be used on communications or designs in which the Kent State brand is clearly defined, where the Kent State logo is clearly present, or in environments that are clearly defined as Kent State spaces.

The Kent State sunburst element may only be reproduced in 100 percent PMS 123, white (paper), or metallic gold foil. The Kent State sunburst graphic cannot be used as a substitute for the Kent State logo or the Kent State seal.

All uses of the sunburst as a design element should be approved by University Communications and Marketing. Call **330-672-2727** for additional information.

Examples:

Provost Lapel Pin

The Kent State University Seal

The Kent State University seal indicates official sanction of the Office of the President and is reserved for use on limited communications pieces from the Board of Trustees, the Office of the President, the executive officers of the university and deans. The seal does not provide the instant recognition offered by the university logo, and, therefore, should not be used interchangeably with the Kent State logo. The seal should not be used in daily communications by departments or programs. The seal may not be altered or reconfigured in any way. Portions of the seal may not be used separately as art or design elements. All applications of the Kent State seal need to be approved by University Communications and Marketing by calling **330-672-2727** or emailing **info@kent.edu.**

Full Color

All Black

All Blue

Use of the university seal is limited to the following:

- Official university documents
- Formal documents, such as diplomas, certificates, legal documents and contracts
- Communications from the Board of Trustees, the Office of the President, the executive officers or deans of the university and for special communications and events
- Other official or historical university materials
- Major media and fundraising initiatives
- Limited merchandising with advance approval by a licensing coordinator at 330-672-2982.

The seal may be reproduced in any of these colors:

- All black
- All blue (PMS 281 for print; 0A0D6F for the Web; R:0, G:62, B:126 for RGB; c100, m72, y0, k38 for CMYK)
- Metallic gold (PMS 873)
- Metallic blue (PMS 8783)
- Gold foil (No. 817)
- Blue (PMS 281 for print; 0A0D6F for the Web; R:0, G:62, B:126 for RGB)
- Gold (PMS 124 for print; FFAB1B for the Web; R:238, G:177, B:17 for RGB)

The Kent State University Athletics Logo

The official nickname of all teams that represent the Kent State University Department of Intercollegiate Athletics in varsity competition is the Golden Flashes. The official mascot is the Golden Eagle, *Flash*.

The logos, nicknames and caricature of the Department of Intercollegiate Athletics are for the use of Kent State athletics only. Special permission to use the athletics logos, nicknames and caricature by internal university entities may be granted by contacting the sports information director for Intercollegiate Athletics at **330-672-2110**.

Requests by external entities for trademark licensing of Kent State athletics imagery should be directed to the licensing coordinator, Office of General Counsel, at **330-672-2982**.

Black and White

Gray Scale

1-Color

Two Color

Full Color

The Kent State University Athletics Logo

Sports-specific Athletic Logos

Below are examples of several sports-specific and custom athletic logos. While there are only a select number featured here, there is an athletics logo available for all Kent State University sports programs. To access your sports logo, please contact the sports information director for Intercollegiate Athletics at **330-672-2110**.

Incorrect Usage of Logos and Marks

To legally protect the Kent State University logo, we must not alter or distort it in any way. Changes, no matter how small, weaken our logo's protectability and its impact, and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid. Regional Campus, athletic and seal marks follow these same rules against improper use.

Do not change the size of the graphic elements of the Kent State University logo

Do not change the position of the graphic elements of the Kent State University logo

Do not position the logo on angles

Do not lock up promotional slogans to the logo

Do not add elements to the logo

Do not reproduce the logo in unauthorized colors

Do not place the full-color logo on clashing background colors or dark images. (always use the reversed logo)

Do not place the logo on distracting backgrounds

Do not use special effects like drop shadows with the logo

Do not use the logo as a headline or within body copy

Ownership of Kent State University Marks and Logos

All official marks and logos are registered trademarks owned by Kent State University. All licensing requests for materials including university imagery should be directed to the licensing coordinator, Office of General Counsel, at **330-672-2982**.

The trademark and either of the following legal lines should be included on all printed materials:

> *Kent State University, Kent State and KSU are registered trademarks and may not be used without permission. Kent State University, an equal opportunity, affirmative action employer, is committed to attaining excellence through the recruitment and retention of a diverse workforce.*
>
> *Kent State University, Kent State and KSU are registered trademarks and may not be used without permission.*

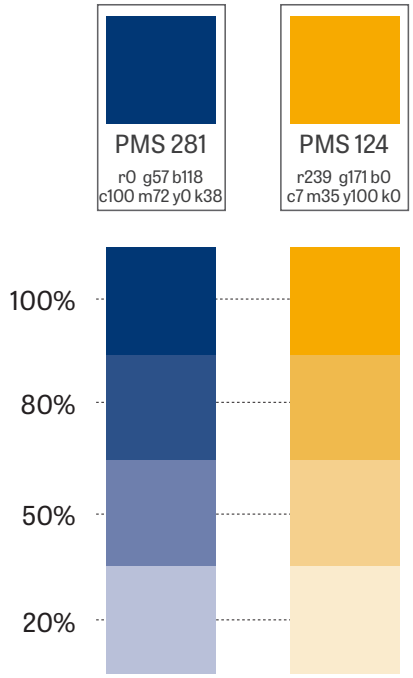
How to Obtain Logos

The Kent State University logo and tagline, *Excellence in Action* and approved logos for all colleges, schools and campuses, are available digitally at **www.kent.edu/ksulogo** or by calling 330-672-2727. All university marks and logos are registered trademarks owned by Kent State. All licensing requests for materials including university imagery should be directed to the licensing coordinator, Office of General Counsel, at **330-672-2982.**

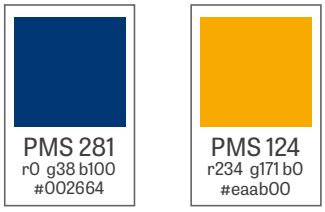
Colors

Primary Palette

The university's primary colors are the Kent State blue (PMS 281) and the Kent State gold (PMS 124). These colors would most often be used at 100 percent but also can be screened back to the percentages shown. At minimum, one of these colors should be present on all visual communication materials.



Web Conversion Palette



Metallic Palette

- Metallic gold (PMS 873)
- Metallic blue (PMS 8783)
- Gold foil (No. 817)

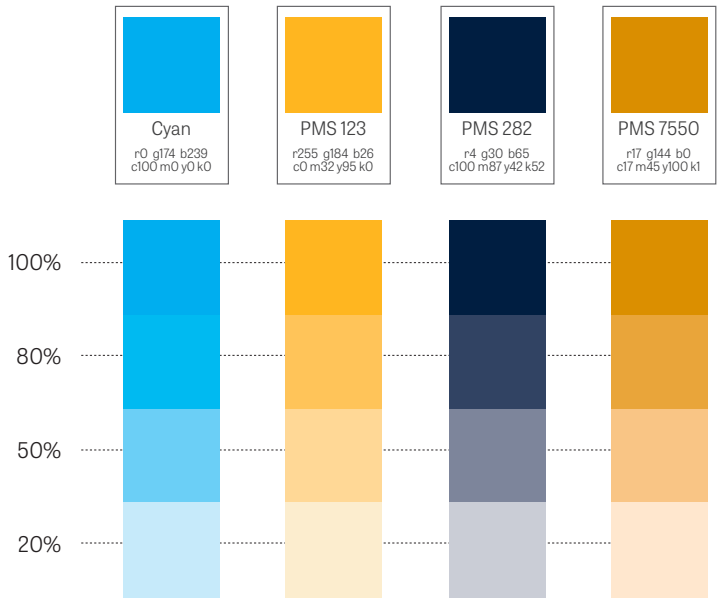
For the complete list of web conversion primary, accent and neutral palettes, as well as the complete guidelines, please refer to the Kent State Unversity Guide to Web Standards at: **www.kent.edu/ucm/marketingguide/web/index.cfm**.

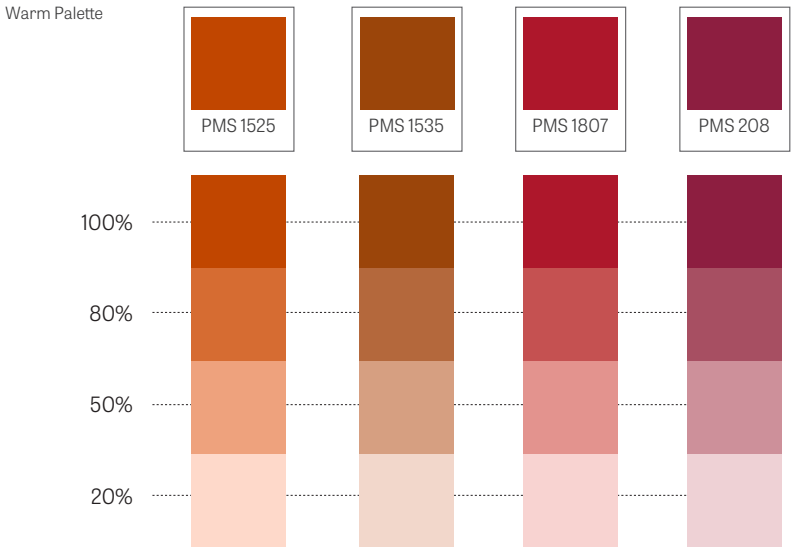
Colors

Accent Palette

An expanded accent palette composed of Cyan, PMS 123, dark blue and gold, warm and cool colors has been selected to complement the Kent State primary colors. These can be used at any screen value, as colors may vary when used on different colors and/or textures of paper stock (uncoated, matte, gloss, etc.). The screen values shown are recommended.

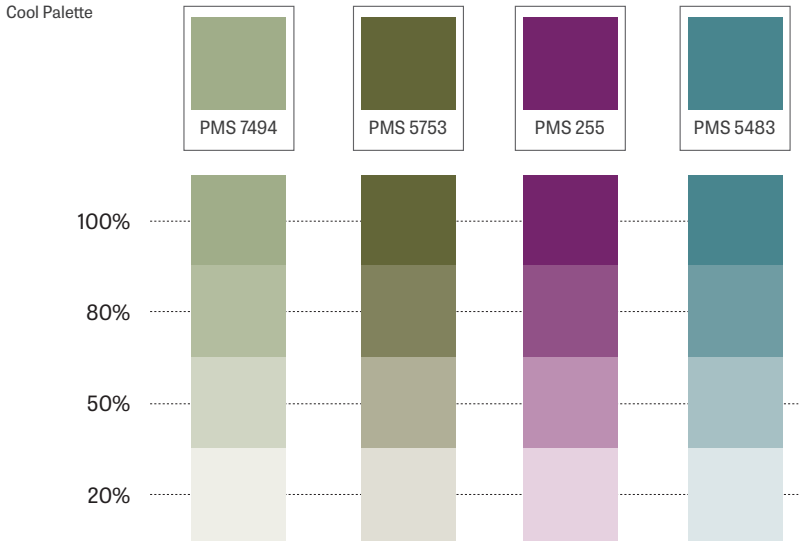
These colors can be used no more than 20 percent in any given communication. These colors are to be used with the primary colors for highlighting and adding visual appeal.





Colors

Accent Palette (cont.)



Neutral Palette

The following neutral colors are appropriate backgrounds on printed and Web applications, in addition to paper white. (Black cannot be used as a background color on the Web.) These colors can also be used as accent colors, in addition to the accent colors shown above.

Colors

Accent Palette Print samples

The following examples display the appropriate use of the accent palette.

YOUR WEEK-LONG GUIDE TO:

You Inspire Us!

APRIL 15-19

FACULTY APPRECIATION WEEK

15 Monday **Faculty Appreciation** Breakfast 8 a.m. KSC Ballroom

16 Tuesday **Promotion & Tenure** Dinner 6 p.m. Laziza *Invitation Only*

17 Wednesday **Faculty Author Recognition** 4:30 p.m. Quiet Study Area, University Library

18 Thursday **Faculty Club Reception** Recognizing New and Retiring Emeritus Faculty 5-7 p.m. Schwebel Dining Room

19 Friday **Faculty Favorites** Enjoy Community Discounts and Deals Visit website for details

A week of celebration begins with breakfast

The Office of the Provost and the Kent State Community would like to take this time to give our faculty special recognition for the impact they make on the success of our students and our University. The first annual Faculty Appreciation Week will kick off with breakfast hosted by The Office of the Provost. To show appreciation, there will be give-a-ways, a special performance and a message from our students.

8:00 a.m. Breakfast Opens
8:30 a.m. Welcome from the Provost

Presentation of Proclamation from Undergraduate Student Government, Evan Gildenblatt, Executive Director

Special Performance by The School of Theatre and Dance 2013 BFA Musical Theatre New York Showcase.

9:25 a.m. Closing remarks from the Provost

Honoring Our 2013 Outstanding Research and Scholar Award Recipients

Three Kent State University faculty members were recognized during a ceremony on March 19 as the university honored its Outstanding Research and Scholar Award recipients. The recipients of the 2013 award are Michael Loderstedt, School of Art; Katherine Rawson, Department of Psychology; and Carrie Schweitzer, Department of Geology, Kent State University at Stark.

A welcome reception was held in the Roe Green Center Lobby in the Music and Speech Building, followed by an awards ceremony in the Ludwig Recital Hall. A special performance by members of the Cleveland Orchestra and Kent State Associate Professor of Music Donna Lee took place. Cleveland Orchestra musicians included Amy Lee, associate concertmaster; Frank Rosenwein, principal oboe; Charles Bernard, assistant principal cello; and Joanna Patterson, viola. The event was sponsored by Kent State's Division of Research and Sponsored Programs.

The purpose of the awards program was to recognize all three outstanding faculty members for their notable scholarly contributions that have brought acknowledgement to their fields of study and to Kent State. Of the 18 nominees for the award, these three recipients were selected based on the quality of their research and scholarship and its impact on society.

About Michael Loderstedt

Loderstedt has been a faculty member in the School of Art since 1996, after serving as an adjunct faculty member from 1985-1996. His artwork spans the practices of printmaking, book arts and photography and addresses various contemporary themes. He has a strong international record of exhibition and scholarly, collaborative activity including a series of projects and exchanges he spearheaded with groups in Germany and Belgium. He has had five international solo exhibitions (four in Germany and one in Florence, Italy) and has shown in group exhibitions in Belgium, Netherlands, Korea and the U.K.

In her nomination of Loderstedt, Christine Havice, Ph.D., director of Kent State's School of Art, stated that he "has distinguished himself especially over the past decade by a record of intense creative activity that he has uniquely blended with teaching his students and service to the arts throughout northeastern Ohio and well beyond."

About Katherine Rawson

A faculty member in the Department of Psychology since 2004, Rawson's basic and applied research is focused on text comprehension, memory and metacognition, and applications of cognitive psychology to education. In 2010, she was awarded a Presidential Early Career Award for Scientists and Engineers and a Kavli Frontiers Fellow Award from the National Academy of Sciences. She has published 41 journal articles and seven chapters, with 11 journal articles published (or "in press") in the last year alone. She currently serves as associate editor for two major journals in her field, Memory & Cognition and Memory.

Maria Zaragoza, Ph.D., chair of the Department of Psychology, stated in her nomination, "Katherine Rawson is an exceptionally productive scientist who has already achieved prominence. She consistently publishes in outstanding journals and her research is supported by impressive levels of grant funding."

About Carrie Schweitzer

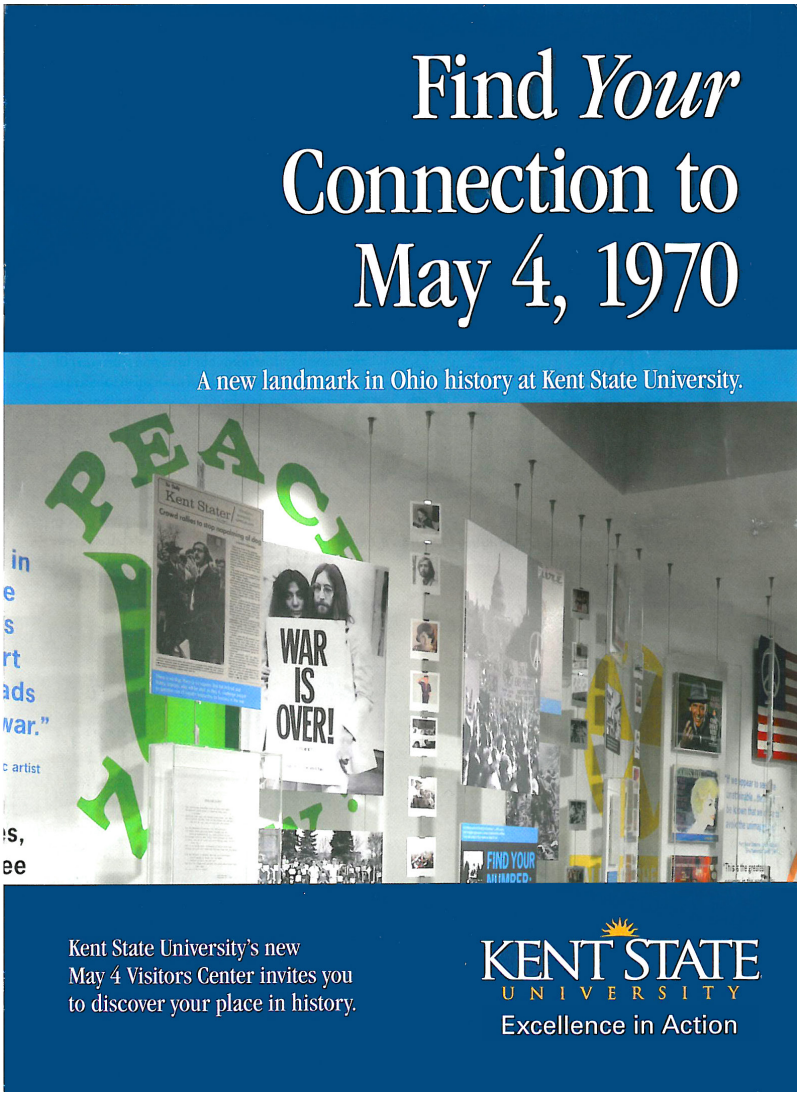
A faculty member in the Department of Geology, Kent State University at Stark, since 2000, Schweitzer is an internationally recognized expert in decapod crustaceans. She has published more than 120 technical books and papers since 1997. Her research in paleontology centers on systematics and biogeography. She is co-author on the revision of the Decapoda volume of the Treatise on Invertebrate Paleontology, which is the benchmark for research in the field. She has worked diligently to develop new ways of using the morphology of the preservable remains of crabs and other decapods to ferret out phylogenetic relationships. Her skills and abilities have twice won her nominations for the Schuchert Award, given annually to the most promising paleontologist under the age of 40 by the Paleontological Society. She has been co-principal investigator (PI) on grants from the National Science Foundation (NSF), including the prestigious Assembling the Tree of Life grant, and the National Geographic Society (NGS). Currently, she is PI on an NSF grant to study diversity patterns in fossil decapods and co-PI on an NGS grant to continue research in China.

In his nomination of Schweitzer, Daniel Holm, Ph.D., professor and chair of the Department of Geology, stated, "Her incredible research productivity is a testimony to her careful field work all over the world, her keen mind, and her diligent, non-stop work ethic."

For more information about the Division of Research and Sponsored Programs at Kent State, visit www.kent.edu/research.

Colors

Accent Palette Print samples



Typography

Approved University Fonts

Font choice is integral to the expression of a brand. Fonts convey the personality and emotion at the heart of the brand. After careful consideration, Kent State University will continue using Garamond and adopt two new font families: Tablet Gothic - a straightforward and clean font, and Museo Slab - a spirited and friendly font. Univers will no longer be a university font. Current users of Univers should begin to phase out the font. Individual departments, colleges and schools are responsible for purchasing their own font licenses.

University Communications and Marketing purchases fonts from various font providers. When purchasing fonts for your own use, please consider:

1. Pricing may vary between font providers. When you choose a font provider, be sure that the font you are purchasing is the correct version of the font family and include the specific faces specified in these Visual Guidelines.

2. Although our three font families — Tablet Gothic, Museo Slab and Garamond — possess many variations, or faces of the font, not all should be purchased. Please note that the Kent State University Visual Guidelines limit the number of faces within the font family. For example, Tablet Gothic may offer ultra-thin-condensed as part of its font family but the Kent State University Visual Guidelines do not permit the use of that font face in communications.

Common font providers who carry the fonts required by the visual standards:

www.myfonts.com

www.fonts.com

www.linotype.com

www.fontshop.com

Typography

Approved Fonts for Materials

SANS-SERIF

Tablet Gothic Family

thin	typography
thin oblique	*typography*
light	typography
light oblique	*typography*
semibold oblique	***typography***
bold oblique	***typography***
semi condensed light	typography
semi condensed light oblique	*typography*
semi condensed regular	typography
semi condensed oblique	*typography*
semi condensed bold	**typography**
semi condensed bold oblique	***typography***
regular	typography
semibold	**typography**
bold	**typography**

SERIF

Garamond Type Family

regular	typography
italic	*typography*
semibold	**typography**
semibold italic	***typography***
bold	**typography**
bold italic	***typography***
ITC light	typography
ITC light italic	*typography*
ITC book	typography
ITC book italic	*typography*
ITC bold	**typography**
ITC bold italic	***typography***
ITC ultra	**typography**
ITC ultra italic	***typography***

Museo Slab Serif Family

100	typography
100 oblique	*typography*
300	typography
300 oblique	*typography*
500	typography
500 oblique	*typography*
700	**typography**
700 oblique	***typography***
900	**typography**
900 oblique	***typography***
1000	**typography**
1000 oblique	***typography***

Photography

Representation of Kent State Photography

The University Communications and Marketing photography department provides compelling images available for use in brochures, websites and other institutional purposes. In many cases, digital versions are available on our online archive free of charge.

In addition, our photographers cover major university events, sporting events, Regional Campuses and a wide variety of other events. They also shoot campus scenes, classrooms and general student feature photos.

University photographers are available for a nominal fee to cover your event. They also have a select group of students, when available, who can cover events at a reduced cost. Cost and coverage availability are subject to review.

- $50 per hour + mileage for university photographers
- $25 per hour + mileage for university student intern photographers

The photo archive gallery can be accessed at **http://kentstateuniversity.zenfolio.com/**. All photographs in this gallery are the property of Kent State University and are protected by the Copyright Law of the United States (Title 17, United States Code) and by the Berne Convention. Reproduction, storage or transmittal by any means of any image on this website, whole or in part, is prohibited without express prior written permission from an authorized university representative. Prints purchased from this gallery may not be reproduced or scanned for any reason and may only be used for personal display. If you wish to publish or reproduce the materials in any physical or digital form or use them for any commercial purpose, including display or Web page use, you must obtain prior written permission from an authorized university representative.
For more information on how to book a photographer or to get password access to the photo archives, please email **photo@kent.edu.**

Model Releases and Exemptions

Ohio Revised Code, Chapter 2741.09A, exempts institutions of higher education from claims to a right of publicity of an individual's "persona" if: (a) the individual is or was a student at, or a member of the faculty or staff of, the institution of higher education; (b) the use of the individual's persona is for educational purposes or for the promotion of the institution of higher education and its educational or institutional objectives.

Individuals who are not employees, faculty or students of the university must sign a model release form – which can be acquired through the photo team or University Communications and Marketing. Special consideration and limitations apply to minors shown in photography, and special consideration is given to international students who culturally are adverse to photography.

Videography

The University Communications and Marketing videographers produce high-quality video content for use in promoting many aspects of the university, including its colleges, campuses, programs, people and events.

The types of videos produced include television commercials, promotional videos, interview videos, event videos, minidocumentaries and music montages. The typical length of a finished production is 30 seconds up to 4 minutes. Finished videos are distributed through the Kent State University YouTube Channel, the Kent State Facebook Page, Flashline, eInside and www.kent.edu. Direct distribution to local cable networks for television commercials is also available, provided the client purchases airtime.

The university videographers will provide video production free of charge to any university department or campus looking for promotional video content. Availability of the service is subject to the promotional nature of the request, the target audience size and the project workload leading up to the requested deadline. The service is also balanced by department on a case-by-case basis.

To request video service, please email **video@kent.edu**.

Guidelines for Self-Produced Video Content

Departments within Kent State may produce video content on their own provided that it doesn't contain unlicensed copyrighted content, including but not limited to trademarks, music, video and photography.

Videos must be shot in landscape orientation, unless the targeted playback device is a portrait-oriented display.

It is recommended to include Kent State branding, if appropriate, in the production. The university videographers can provide Kent State branded lower thirds and graphics upon request for use in any Kent State production.

Visual Communications

Email Signatures

Like printed business cards, your email communications are official documents of Kent State University and can be used as a consistent brand signature. The Kent State email system allows for the addition of an email signature block to conclude all your email communications. Your signature should include the same information as your business card in a clear and easy-to-read format. An optional Kent State logo also may be added to your signature if you wish.

Your email signature should include your name, title, department, address, business phone number and fax number and kent.edu. Providing a cell phone number is optional. To acquire an official email signature, please contact University Communications and Marketing at **330-672-2727** or email **info@kent.edu**.

Signature with Official Logo

First Name Last Name — Font: Tablet Gothic Condensed Bold Size: 20pt.
Occupation Title, Department — Font: Tablet Gothic Condensed Regular Size: 14pt.

000 Street Address
Kent, OH 44242
main: 000.000.0000
direct: 000.000.0000
fax: 000.000.0000
www.kent.edu

Font: Tablet Gothic Condensed Regular Size: 11pt.

Font: Tablet Gothic Condensed Bold Size: 11pt.

Signature with Athletic Logo

First Name Last Name
Occupation Title, Department

000 Street Address
Kent, OH 44242
main: 000.000.0000
direct: 000.000.0000
fax: 000.000.0000
www.kent.edu

Signature - Type Only

First Name Last Name
Occupation Title, Department

000 Street Address
Kent, OH 44242
main: 000.000.0000
direct: 000.000.0000
fax: 000.000.0000
www.kent.edu

Signature with Regional Campus Logo

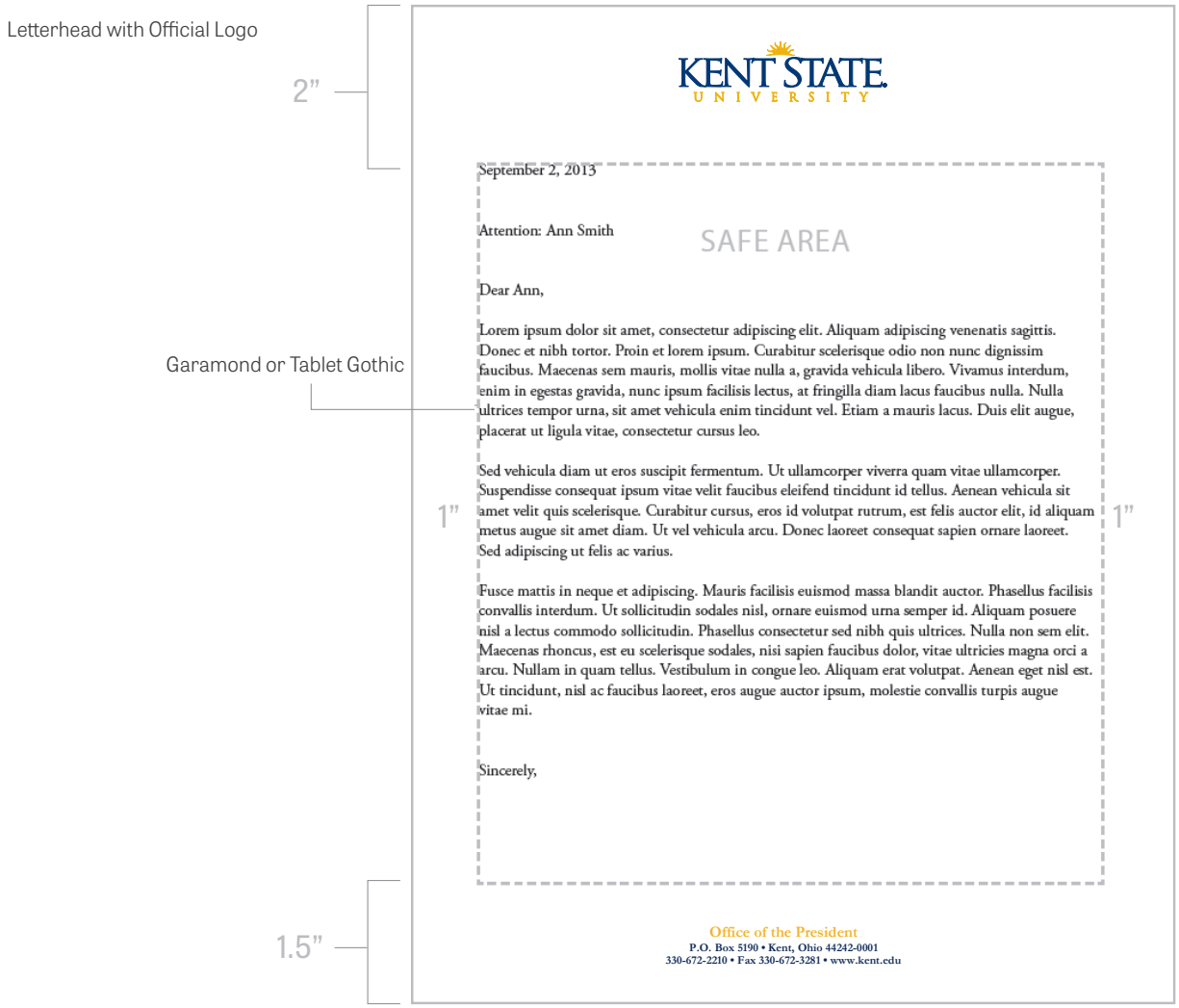
First Name Last Name
Occupation Title, Department

000 Street Address
Kent, OH 44242
main: 000.000.0000
direct: 000.000.0000
fax: 000.000.0000
www.kent.edu

Visual Communications

Letterhead

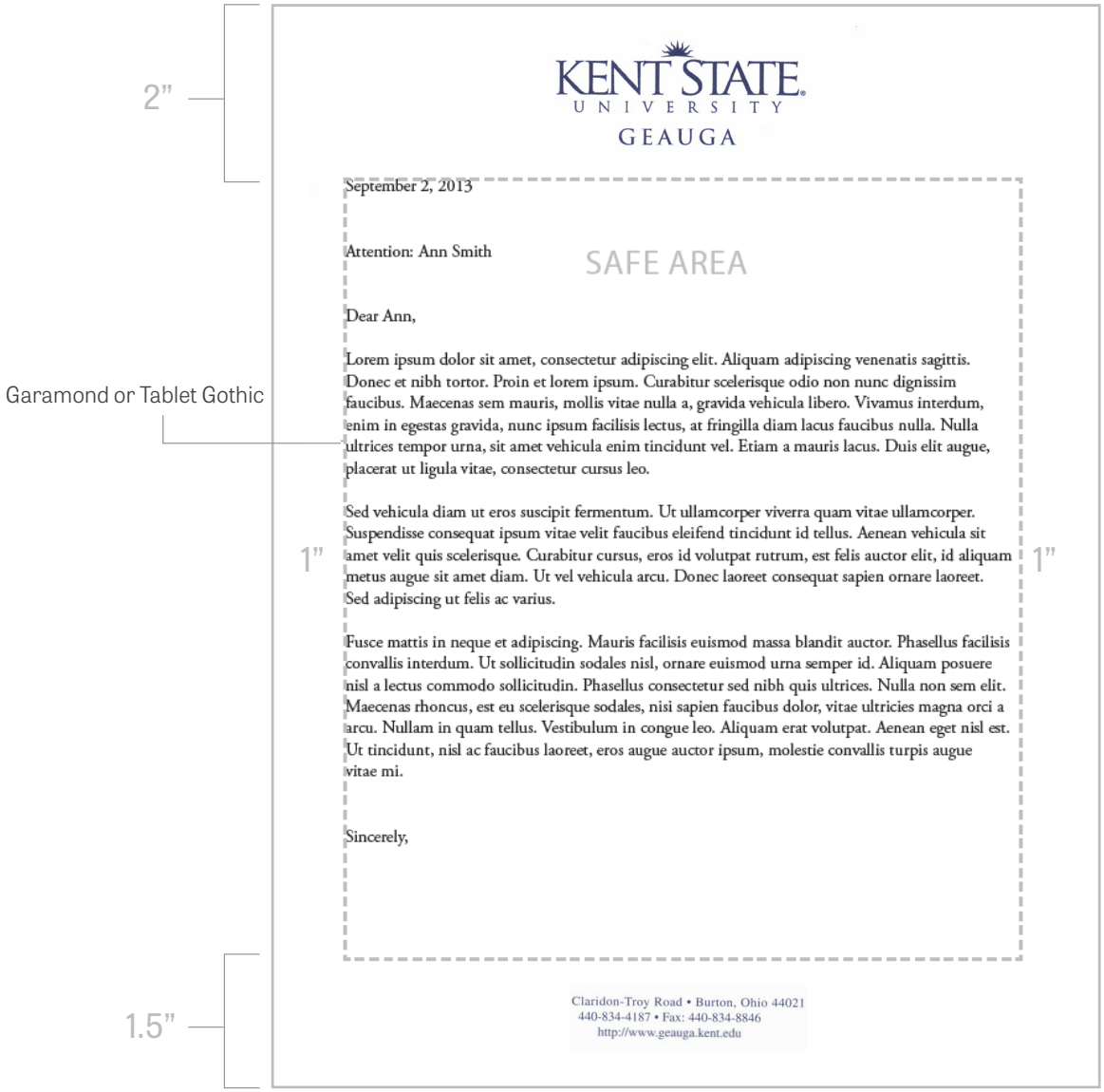
University offices and departments must use the official watermark letterhead for all off-campus correspondence. Electronic submission of letterhead need not represent the watermark found on printed versions of the official letterhead. Official notepads can be used for on-campus correspondence. Letters should be composed in Garamond, Tablet Gothic or Museo Slab, 12-point type, single-spaced. All text should be left justified. Margins should be at least one inch on the left and right sides, two inches on the top and 1-1/2 inches on the bottom. (Note: These are the minimum margins allowed. For shorter letters, use larger margins as needed to make correspondence visually pleasing.) The university logo is centered at the top of the page. The university address and department-specific contact information is centered at the bottom. University letterhead is printed in blue (PMS 281) on 20 lb. white rag bond, watermarked with the Kent State seal. To order a new version of letterhead, reprint of letterhead with changes or exact reprint of letterhead, please visit **www.kent.edu/ucm/.onlineordering/index.cfm**.


Letterhead with Official Logo
2"
KENT STATE
UNIVERSITY
Garamond or Tablet Gothic
1"
1"
1.5"
September 2, 2013
Attention: Ann Smith
SAFE AREA
Dear Ann,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam adipiscing venenatis sagittis. Donec et nibh tortor. Proin et lorem ipsum. Curabitur scelerisque odio non nunc dignissim faucibus. Maecenas sem mauris, mollis vitae nulla a, gravida vehicula libero. Vivamus interdum, enim in egestas gravida, nunc ipsum facilisis lectus, at fringilla diam lacus faucibus nulla. Nulla ultrices tempor urna, sit amet vehicula enim tincidunt vel. Etiam a mauris lacus. Duis elit augue, placerat ut ligula vitae, consectetur cursus leo.
Sed vehicula diam ut eros suscipit fermentum. Ut ullamcorper viverra quam vitae ullamcorper. Suspendisse consequat ipsum vitae velit faucibus eleifend tincidunt id tellus. Aenean vehicula sit amet velit quis scelerisque. Curabitur cursus, eros id volutpat rutrum, est felis auctor elit, id aliquam metus augue sit amet diam. Ut vel vehicula arcu. Donec laoreet consequat sapien ornare laoreet. Sed adipiscing ut felis ac varius.
Fusce mattis in neque et adipiscing. Mauris facilisis euismod massa blandit auctor. Phasellus facilisis convallis interdum. Ut sollicitudin sodales nisl, ornare euismod urna semper id. Aliquam posuere nisl a lectus commodo sollicitudin. Phasellus consectetur sed nibh quis ultrices. Nulla non sem elit. Maecenas rhoncus, est eu scelerisque sodales, nisi sapien faucibus dolor, vitae ultricies magna orci a arcu. Nullam in quam tellus. Vestibulum in congue leo. Aliquam erat volutpat. Aenean eget nisl est. Ut tincidunt, nisl ac faucibus laoreet, eros augue auctor ipsum, molestie convallis turpis augue vitae mi.
Sincerely,
Office of the President
P.O. Box 5190 • Kent, Ohio 44242-0001
330-672-2210 • Fax 330-672-3281 • www.kent.edu

Visual Communications

Letterhead (cont.)

Letterhead with Regional Campus Logo

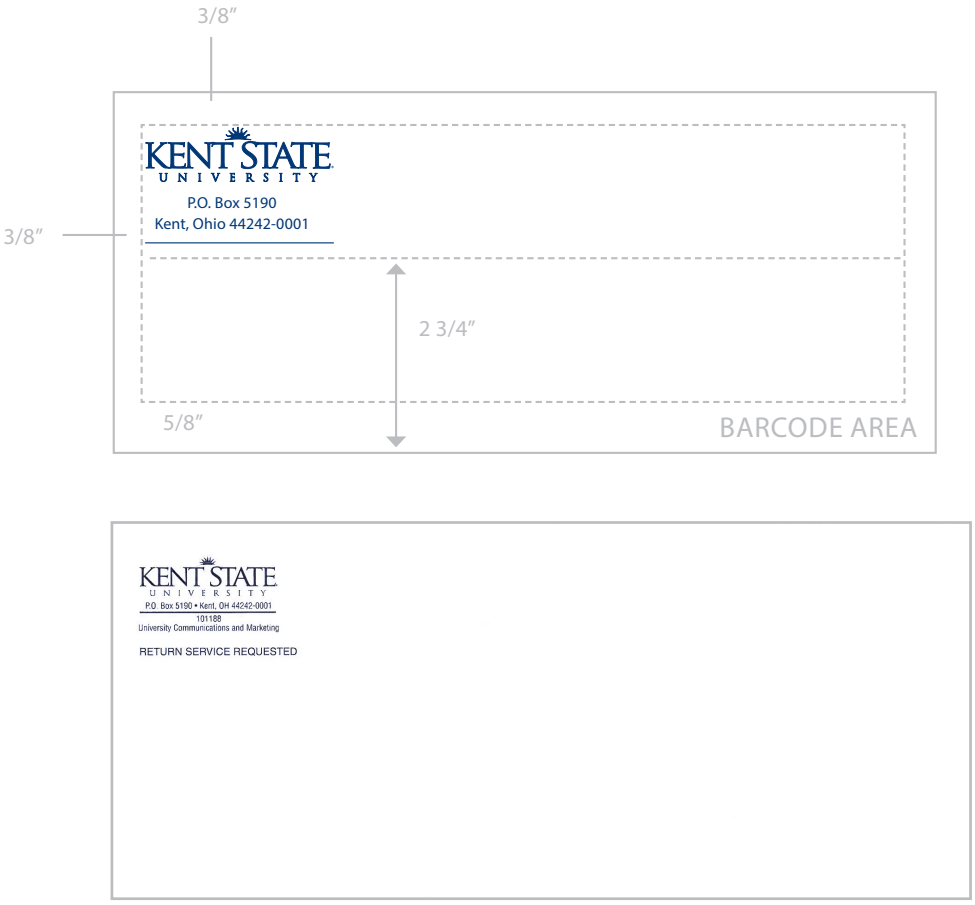

2"
Garamond or Tablet Gothic
1"
1"
1.5"
KENT STATE
UNIVERSITY
GEAUGA
September 2, 2013
Attention: Ann Smith
SAFE AREA
Dear Ann,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam adipiscing venenatis sagittis. Donec et nibh tortor. Proin et lorem ipsum. Curabitur scelerisque odio non nunc dignissim faucibus. Maecenas sem mauris, mollis vitae nulla a, gravida vehicula libero. Vivamus interdum, enim in egestas gravida, nunc ipsum facilisis lectus, at fringilla diam lacus faucibus nulla. Nulla ultrices tempor urna, sit amet vehicula enim tincidunt vel. Etiam a mauris lacus. Duis elit augue, placerat ut ligula vitae, consectetur cursus leo.
Sed vehicula diam ut eros suscipit fermentum. Ut ullamcorper viverra quam vitae ullamcorper. Suspendisse consequat ipsum vitae velit faucibus eleifend tincidunt id tellus. Aenean vehicula sit amet velit quis scelerisque. Curabitur cursus, eros id volutpat rutrum, est felis auctor elit, id aliquam metus augue sit amet diam. Ut vel vehicula arcu. Donec laoreet consequat sapien ornare laoreet. Sed adipiscing ut felis ac varius.
Fusce mattis in neque et adipiscing. Mauris facilisis euismod massa blandit auctor. Phasellus facilisis convallis interdum. Ut sollicitudin sodales nisl, ornare euismod urna semper id. Aliquam posuere nisl a lectus commodo sollicitudin. Phasellus consectetur sed nibh quis ultrices. Nulla non sem elit. Maecenas rhoncus, est eu scelerisque sodales, nisi sapien faucibus dolor, vitae ultricies magna orci a arcu. Nullam in quam tellus. Vestibulum in congue leo. Aliquam erat volutpat. Aenean eget nisl est. Ut tincidunt, nisl ac faucibus laoreet, eros augue auctor ipsum, molestie convallis turpis augue vitae mi.
Sincerely,
Claridon-Troy Road • Burton, Ohio 44021
440-834-4187 • Fax: 440-834-8846
http://www.geauga.kent.edu

Visual Communications

Envelopes

The Kent State University envelope comes in the standard No. 10 size for business correspondence. The university logo and return address are placed 3/8 inch from the left and top edges. The appropriate university address is centered below the logo, followed by a 1-point rule. In compliance with U.S. Postal Service requirements, the department and index number must be more than 2-3/4 inches above the bottom of the envelope. Follow the same format on return addresses for brochures and fliers that are self-mailing. Envelopes are printed in blue (PMS 281) on 24 lb. white wove paper.

The U.S. Postal Service has established guidelines for addressing business envelopes. Its optical character readers (OCRs) look for the address within a rectangular space on each piece of mail, called the "OCR read area." There must be 2-3/4 inch clearance between the department name and the lower edge of the envelope. The last line of the address must be at least 5/8 inch above the lower edge of the envelope. Print text in all caps and omit punctuation, except the hyphen in the ZIP+4 code. Use abbreviations whenever possible. Return service requested may be within the OCR read area. If you have questions or for more information about proper addressing and endorsements, call Mail Services at **330-672-2164**. To order envelopes, call the Procurement Department at **330-672-2276** or visit the website at **www.kent.edu/procurement/resources/envelopes.cfm**.

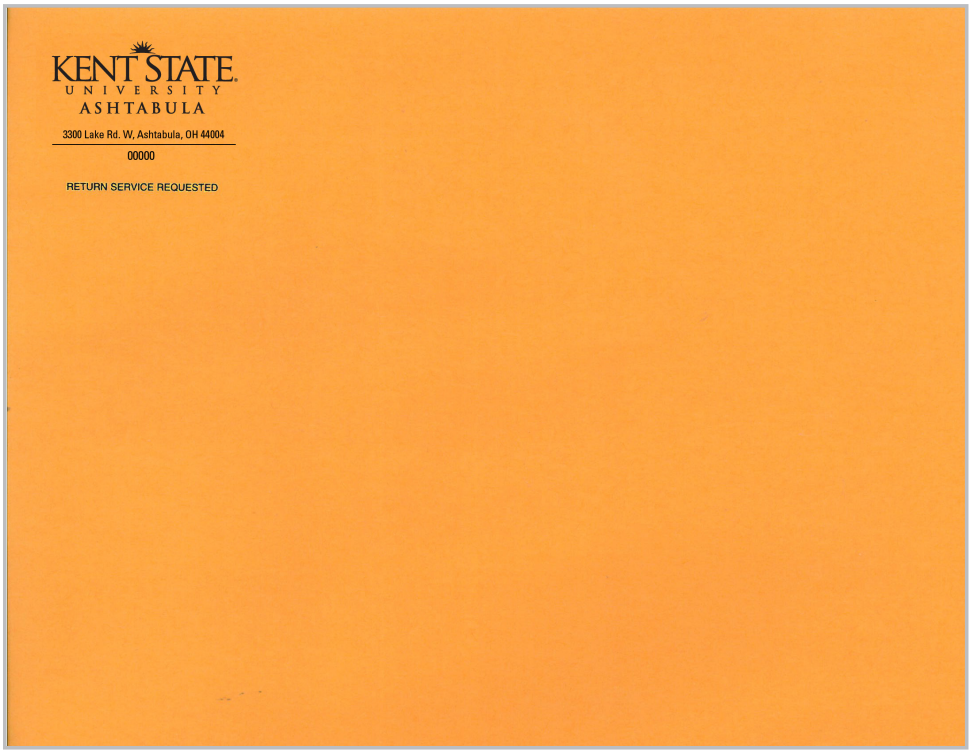


Business Envelope

Visual Communications

Envelopes (cont.)

Large Envelope



Regional Campus Envelope

Visual Communications

Business Cards

Kent State University business cards are printed in two colors, with text in blue and artistic elements in gold. All text and art are centered. Business cards are imprinted with the carrier's name, title, the appropriate university address, phone and fax numbers and email address. The phone and fax numbers can occupy two lines or may be placed on the same line, separated by a single bullet point (•).

Business cards are printed on 80 lb. white vellum.

You can place orders for business cards in two ways:

- Business card ordering using a purchase order
- Business card ordering using a credit card

To order business cards, contact University Communications and Marketing at **330-672-2727** or visit **www.kent.edu/ucm/onlineordering**. Please include credit card information and quantity. Prior to printing, you will receive a proof to approve. There is an additional charge for two-sided cards.

Standard Business Card

Athletic Business Card

Visual Communications

Business Cards, Letterhead, Envelopes | Regional Campus

Regional Campus employees may use their proper Regional Campus logo. This modified logo can be used on all printed materials, including letterhead, envelopes and business cards. Official logos have been created for all divisions of the university and for all Regional Campuses. To order business cards, contact University Communications and Marketing at **330-672-2727** or visit **www.kent.edu/ucm/onlineordering/index.cfm**.

Regional Campus Business Card

Visual Communications

PowerPoint Templates

Kent State University Communications and Marketing offers three standard PowerPoint templates. Please use any of these templates for presentations, reports, etc. The templates can be downloaded by visiting **www.kent.edu/ucm/marketingguide/ppt-templates.cfm**. To request a PowerPoint template for a regional campus or academic unit, please contact your University Communications and Marketing account representative.

Blue and Gold

White

Paper White

Visual Communication

Miscellaneous Communications

Publications such as newsletters, brochures and save-the-date cards must be produced according to the guidelines established by University Communications and Marketing. To ensure that your newsletters, brochures, fliers and other publications use the Kent State University logo properly, please follow these guidelines:

- Make sure that you follow all usage restrictions
- The Kent State logo should be used in its entirety
- The Kent State seal should not be used except on official university signage or on publications produced by University Communications and Marketing
- Only use print-quality electronic art, which can be provided by University Communications and Marketing upon request
- Include the trademark statement in small font size, preferably on the back of the publication, (i.e., Kent State University, Kent State, KSU are registered trademarks and may not be used without permission.).
- Please follow the previously outlined color and font standards for all communications (refer to pages 19 – 25).
- Please reference the University Guide to Style for style guidelines in written materials.

Departments may use an approved department specific logo only. To acquire an official logo for your department, please contact University Communications and Marketing.

The department signature cannot be used on letterhead, but may be used on brochures, newsletters or other printed communications. Kent State follows Associated Press Style in all written collateral. To view the AP Style guidelines, please visit **www.kent.edu/ucm/marketingguide/style/ap.cfm**.

KENT STATE UNIVERSITY
ALUMNI ASSOCIATION

Department Logo

Visual Communication

Miscellaneous Communications (cont.)

The layouts shown below reflect a good use of size and positioning of the Kent State University logo and the elements described in this guide.

Examples:

Visual Communication

Miscellaneous Communications (cont.)

Examples:

The Thomas Schroth Visiting Artist Series in conjunction with The College of the Arts and The Fashion School presents
LUCY MCRAE
AUSTRALIAN FASHION INNOVATOR AND SELF-PROCLAIMED 'BODY ARCHITECT'
7 P.M., THURSDAY, FEB. 13, 2014
Rockwell Auditorium, Rockwell Hall
LECTURE FREE AND OPEN TO THE PUBLIC.
Complimentary desserts before and after the lecture in the Rockwell Atrium
KENT STATE UNIVERSITY
Excellence in Action

Visual Communications

Website Standards

Consistent website guidelines are necessary in order to build widespread public awareness of Kent State University's high-quality academic programs and services (promote the university's brand identity) and to ensure those visiting Kent State through its website can easily find the appropriate resources.

University Communications and Marketing is responsible for coordination of the institutional website resources, in conjunction with the Division of Information Services. To download the complete Kent State University Guide to Web Standards, please visit **www.kent.edu/ucm/marketingguide/web/index.cfm**.

Website Home Page

Department Page

Mobile Home Page

Visual Communications

Social Media Platforms

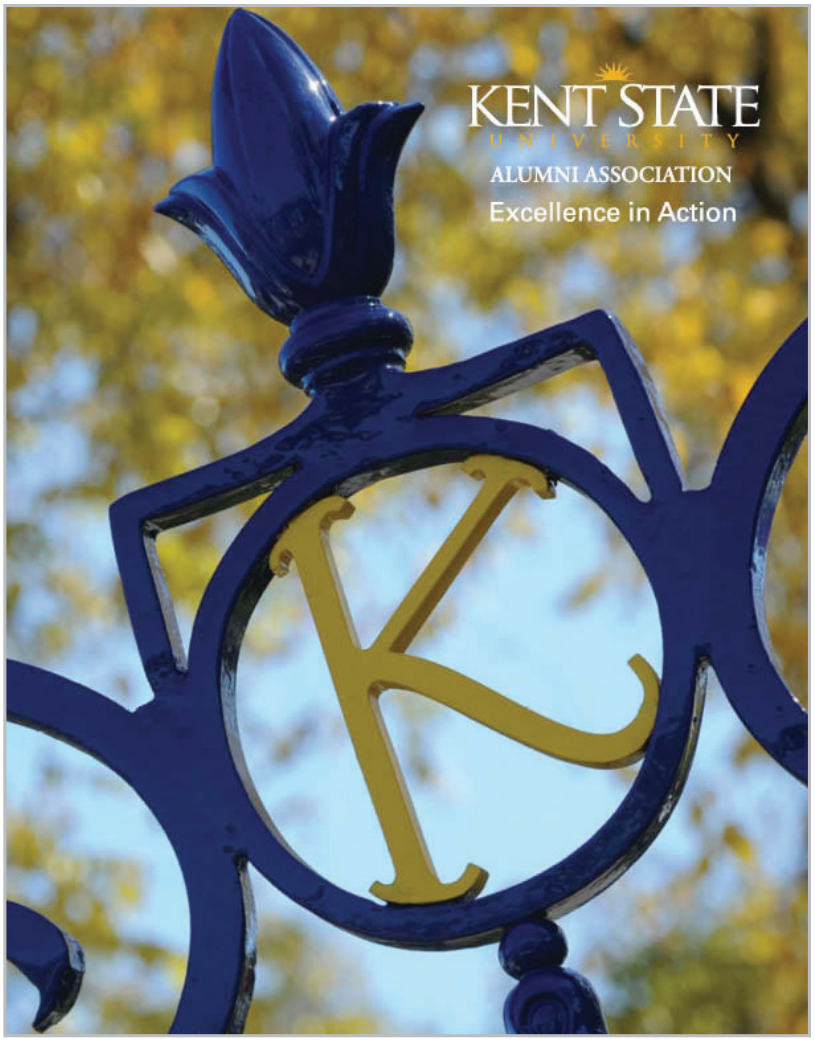
Using the Kent State University logo on social media platforms is acceptable but must follow established graphic standards. For additional standards regarding acceptable content, please visit the Guide to Social Media at **www.kent.edu/ucm/marketingguide/socialmedia/index.cfm**.

Visual Communications

Standards for Print and Electronic Media Created by External Vendors

When designing communications on behalf of Kent State University, it is important to maintain the consistent and established use of brand elements. Placement of the Kent State logo, use of color, font and imagery are critical elements of the Kent State brand. These established guidelines are meant to provide you with the direction you need to create a successful piece of communication.

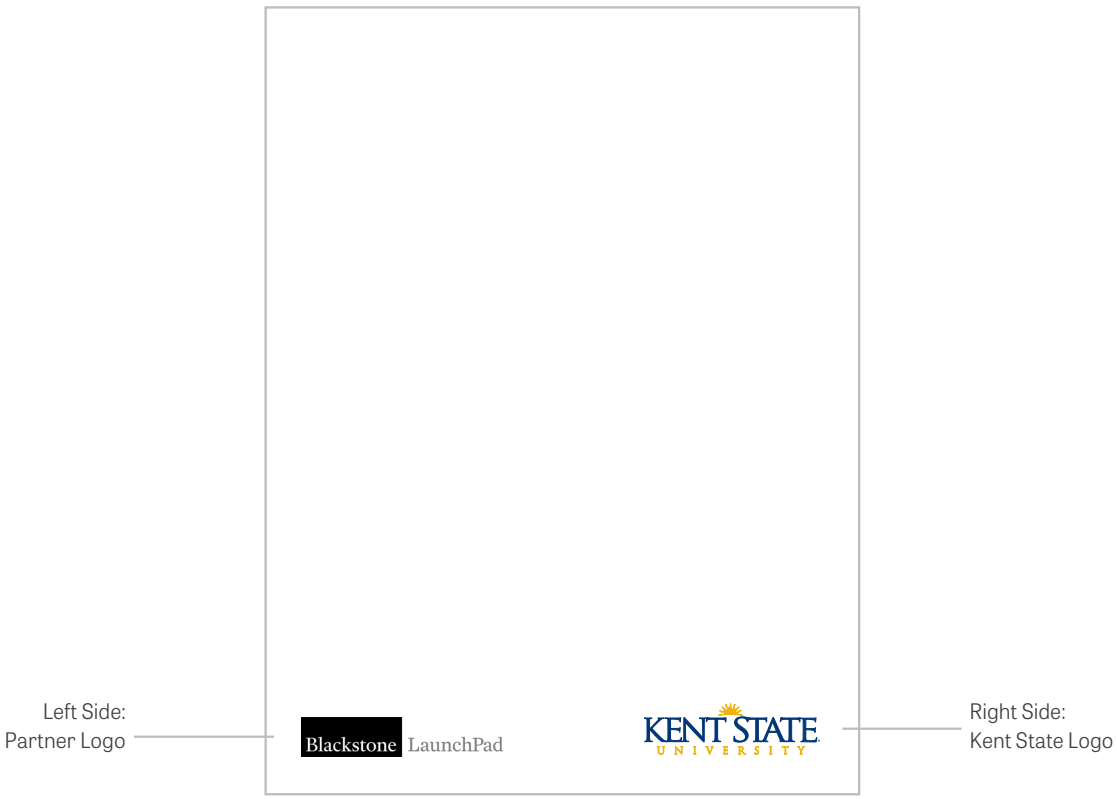
Kent State University Communications and Marketing can provide writing, design, editing and production assistance that will ensure your communication meets all university standards. Should you have additional questions, please consult with University Communications and Marketing at **330-672-2727**. Kent State follows Associated Press Style in all written collateral. To view the AP Style guidelines, please visit **www.kent.edu/ucm/marketingguide/style/ap.cfm**.



Partner Sample

Affiliation Representation

When affiliate or partnership marketing materials require the use of multiple logos and the Kent State University logo must be shown in conjunction with another logo or logos, the Kent State logo must appear in the lower right portion of the layout with the partner logo/logos appearing in the lower left.



Example

University Signage

Architectural Signage Standards

The overall goal of the new Kent State University signage program is to provide a harmonious and integrated resolution in the following three areas of design:

- Communication: Maximize usefulness and effectiveness of message to viewer, achieved through choice messages, format, sign placement and empathy for user.
- Graphic design: Overall graphic format/style fulfilling functional and aesthetic needs, including typography/spacing, color, size and relationship of sign to setting.
- Hardware design: Achieve the highest level of durability within economic constraints, including fabrication, installation, maintenance and repair. Signage elements for Kent State separate into four basic categories according to the informational function they provide. The following four bullet points refer to this statement:
  - Directional signs indicate directions for vehicular and/or pedestrian traffic.
  - Identification signs identify a place, facility or structure.
  - Informational signs provide a site map and directory of campus facilities.
  - Regulative and prohibitive signs communicate regulations and restrictions as they pertain to vehicles and/or pedestrians.

The official university signage guidelines are available through the Office of the University Architect.

Address: Kent State University Kent Campus
Office of the University Architect
Suite 101 Harbourt Hall
615 Loop Road, P.O. Box 5190
Kent, Ohio 44242

Phone: **330-672-3880**

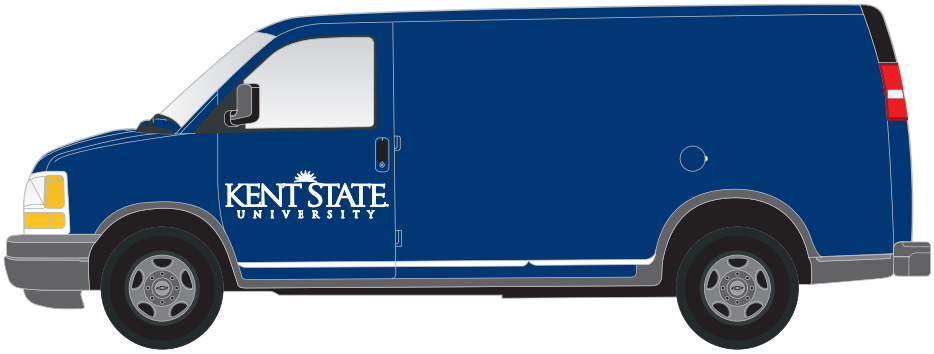
All external signage must be reviewed and approved by University Communications and Marketing in conjunction with the Office of University Architect prior to production. For assistance in acquiring approvals for outdoor signage, please contact University Communications and Marketing at **330-672-2727**.

Example

University Signage

Vehicle Signage

The Kent State University logo is presented in one color on university vehicles: blue (PMS 281) on white vehicles and white on gray or blue vehicles. Vehicle signage decals are available in three sizes; selection depends on the size and style of vehicle.
To order vehicle signs, contact Transportation Services at **330-672-7433**.



Examples

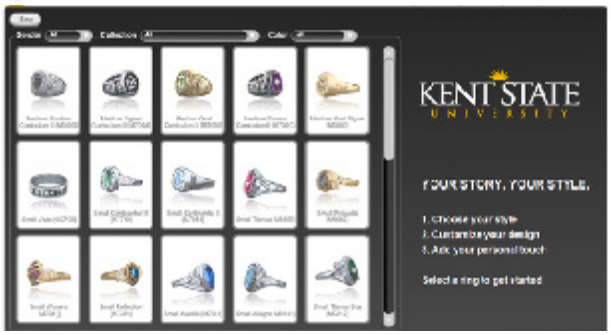
Merchandising and Promotional Items

All university marks and logos are registered trademarks owned by Kent State University.

You can acquire or purchase promo items as follows:

- If you are part of a company outside of Kent State, please contact the licensing coordinator, Office of General Counsel, at **330-672-2982**.
- If you are a division of Kent State and need to seek approval on merchandise or promotional items, please contact University Communications and Marketing at **330-672-2727**.

Examples



Approved Print Vendors

Contracted printing vendors are selected to maintain consistent print quality, service and cost for the most common types of print jobs.

Who are the contracted printing vendors?

Large Printers

HKM Direct Market Communications – www.hkmdm.com

Category A: Short-run 1- and 2-Color, Sheet-fed Printing – examples: less than 10,000 pieces per job of one- and two-color event programs, envelopes, applications, invitations, etc.

Category B: Long-run 1- and 2-Color, Sheet-fed – examples: 10,000 pieces or more per job of one- and two-color envelopes, brochures, applications, etc.

Category C: Short-run Multicolor Sheet-fed – examples: less than 10,000 pieces per job of multicolor mailers, brochures, posters, invitations, etc.

Category D: Long-run Multicolor Sheet-fed – examples: 10,000 pieces or more per job of multicolor brochures, magazines, etc.

Category G: Forms – examples: all quantities of letterhead, notepads, note cards, forms, business cards, etc.

Watt Printers – www.wattprinters.com

Back-up printer for all above categories.

Watkins Printing – www.watkinsprinting.com

Category E: Short-run Web Printing – examples: less than 15,000 pieces per job of multicolor booklets, tabloids, Regional Campus magazines, student media magazines, etc. Watkins Printing is a union shop if your printing project requires that service.

Minuteman Press – www.youngstown.minutemanpress.com

Category F: Long-run Photocopy – examples: 100 copies or more of posters, table tents, booklets, inserts, fliers, etc.

Oliver Printing – www.oliverprinting.com

Specialty/High-End and Structural Design printing – examples: all quantities of dimensional mailers, unique paper constructions, etc.

Quick Printers

Hot Cards – www.hotcards.com

Minuteman Press – youngstown.minutemanpress.com

Approved Print Vendors (cont.)

Displays and Banners

Riot Creative Imaging – www.riotcolor.com

Inflatable Images – www.inflatableimages.com

Promotional Gift Items

AG PrintPromo Solutions – www.theaggroup.com

FAQ

Is there a contracted printing vendor for short-run, multicolor digital offset, for example postcards, rack cards and bookmarks?

Yes. Category H (Short-run Multicolor Digital Offset) was awarded to Hot Cards, please see vendor list for contact information.

Has the way I order forms, business cards, letterhead, etc. changed?

No. You still place your orders online at **www.kent.edu/ucm/onlineordering**. You may see additional online offerings in the future. Stationery envelopes are still ordered from the Procurement site at **www.kent.edu/procurement/resources/envelopes.cfm**.

Why are so many printers on the contracted vendors list?

The printers on the list represent a full range of printing capabilities that match Kent State's printing needs.

Why should I use the contracted printing vendors?

The contracted printing vendors have been thoroughly vetted by the RFP selection process on behalf of the entire university. The contracts are reviewed yearly, and University Communications and Marketing monitors the quality of printing and service daily. The contracted printing vendors were selected to maintain consistent print quality, service and cost throughout the duration of the contract.

Can I use a printer not on the contracted printing vendor list?

You should make every effort to use the contracted printing vendors for your jobs. University Communications and Marketing is designed to assist you in obtaining estimates — contact Jody Kovolyan at **jkovoly1@kent.edu**. Should you use a noncontracted vendor, your project and vendor must meet all of the following qualifications and limits:

1. The printing cost cannot exceed $2,500 per job.

2. Total of all invoices from the printer may not exceed $25,000 in a single fiscal year. This would include all jobs from your office and other departments, colleges, schools and campuses university wide. Procurement monitors total invoice expenses per vendor and can provide you with information regarding the printer you want to use (Reference policy number 5-12.3).

Approved Print Vendors (cont.)

3. The printer should be local. Using printers from the local community maintains good relations in the community.

4. The printer must maintain a high level of printing quality and service. The lowest price does not always mean the final printed product meets Kent State's standards for print quality. If you need help in evaluating the printer's quality level, please contact University Communications and Marketing for assistance.

5. The print estimate must be lower than a comparative quote from a contracted printing vendor.

How do I pay for printing services?

Purchase orders to and invoices from contracted vendors are assigned your designated index number. Purchase orders to contracted printing vendors are issued only by University Communications and Marketing.

Payment to noncontracted printing vendors for invoices up to $2,500 per transaction can be made on your P-Card (Reference policy no. 7-02.16). Payments made to contracted or noncontracted printing vendors are recorded by Procurement, contribute to vendor yearly totals and are subject to purchase limits from noncontracted printing vendors.

How do I start using a contracted printing vendor?

University Communications and Marketing selects the vendor best suited for your job, obtains a printing estimate and issues a purchase order for you. Contact Jody Kovolyan at **jkovoly1@kent.edu**. Utilizing University Communications and Marketing for your marketing materials is the best way to ensure proper university standards and printing quality.

Printing costing more than $2,500 paid for with university funds, which include grant and foundation accounts, needs to be reviewed and approved by University Communications and Marketing. If you choose to use another marketing and design resource, your printing estimate and final design need to be reviewed by University Communications and Marketing.

Whom do I contact if I have questions about the selection of the contracted printing vendors?

Procurement - Larry McWilliams, assistant manager, **330-672-9196**, **lmcwilli@kent.edu**

University Communications and Marketing – Rebecca Murphy, associate vice president, **330-672-8533**, **rmurph20@kent.edu**